

## **REMARKS**

The title has been rewritten in order to meet the Examiner's requirement, and the Abstract has been rewritten so as not to exceed the limit under 37 C.F.R. §1.72.

Claims 3 and 4 have been rewritten to overcome the rejections under 35 U.S.C. §101 and 35 U.S.C. §112, second paragraph.

Claims 1-5 were rejected under 35 U.S.C. §102(b) as being anticipated by Goldhaber et al., U.S. Patent No. 5,794,210.

Claims 1-5 have been amended to provide that the point awarded to the customer reviews advertisement information as well as the advertisement of all of the advertisement information are stored in the advertisement supplying system and the advertisement information in the name of the advertisement owner are displayed on the terminal apparatus of the customer when the point is used.

The present invention differs from Goldhaber et al., in that, the point management file records the sponsor ID as well as the point obtained from the banner advertisement of that sponsor, and when the point is being used, the names of the sponsor or the banner advertisement of the sponsor is shown on the screen, (see specification, page 38, third paragraph, to page 39, first paragraph, description of data structure for Fig. 13, and pages 42- 43 under "THANKS" SCREEN DISPLAY).

**CLOSING**

An earnest effort has been made to be fully responsive to the Examiner's objections. In view of the above amendments and remarks, it is believed that independent claims 1-5 are in condition for allowance. Passage of this case to allowance is earnestly solicited.

However, if for any reason the Examiner should consider this application not to be in condition for allowance, he is respectfully requested to telephone the undersigned attorney at the number listed below prior to issuing a further Action.

Any fee due with this paper, not fully covered by an enclosed check, may be charged on Deposit Account 50-1290.

Respectfully submitted,



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